



NATIONAL GEOGRAPHIC SOCIETY

National Geographic Society
Center for Sustainable Destinations

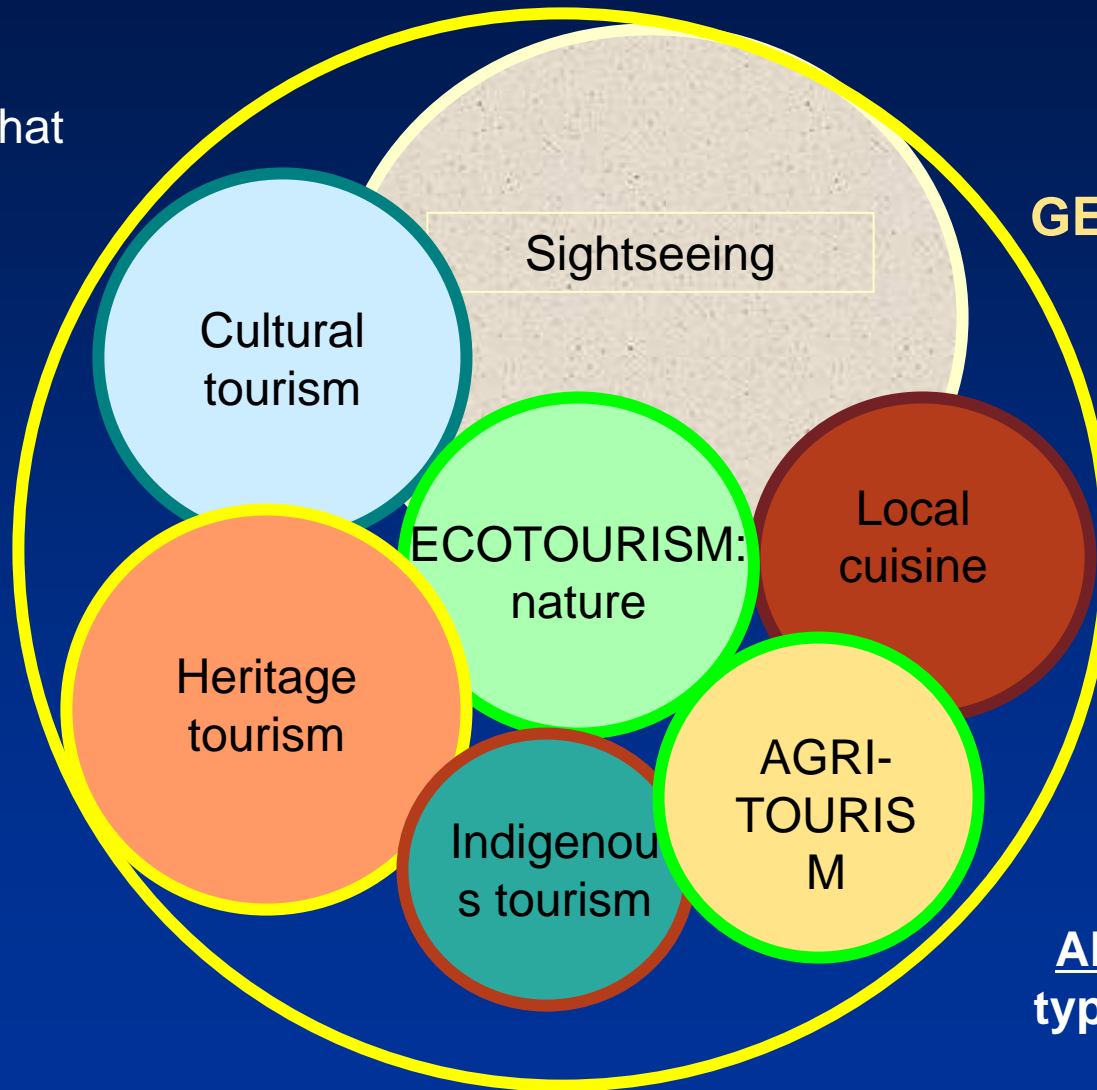
The Geotourism Approach

geotourism

Tourism that sustains or enhances the geographical character of a place—
its environment,
heritage,
aesthetics,
culture,
and the well-being of its residents.

From eco- to geo-

Manage
tourism so that
it pays to
protect the
place, not
destroy it.



GEOTOURISM

All place-based
types of tourism







San Francisco

NATIONAL GEOGRAPHIC

Traveler

The background of the magazine cover is a photograph of a stone archway, likely part of a castle or historic building. The arch is made of rough-hewn stone and is flanked by green ivy. Through the arch, a large, multi-story brick building with many windows and a central entrance is visible. The building has a classic European architectural style. The sky above the building is blue with some white clouds.

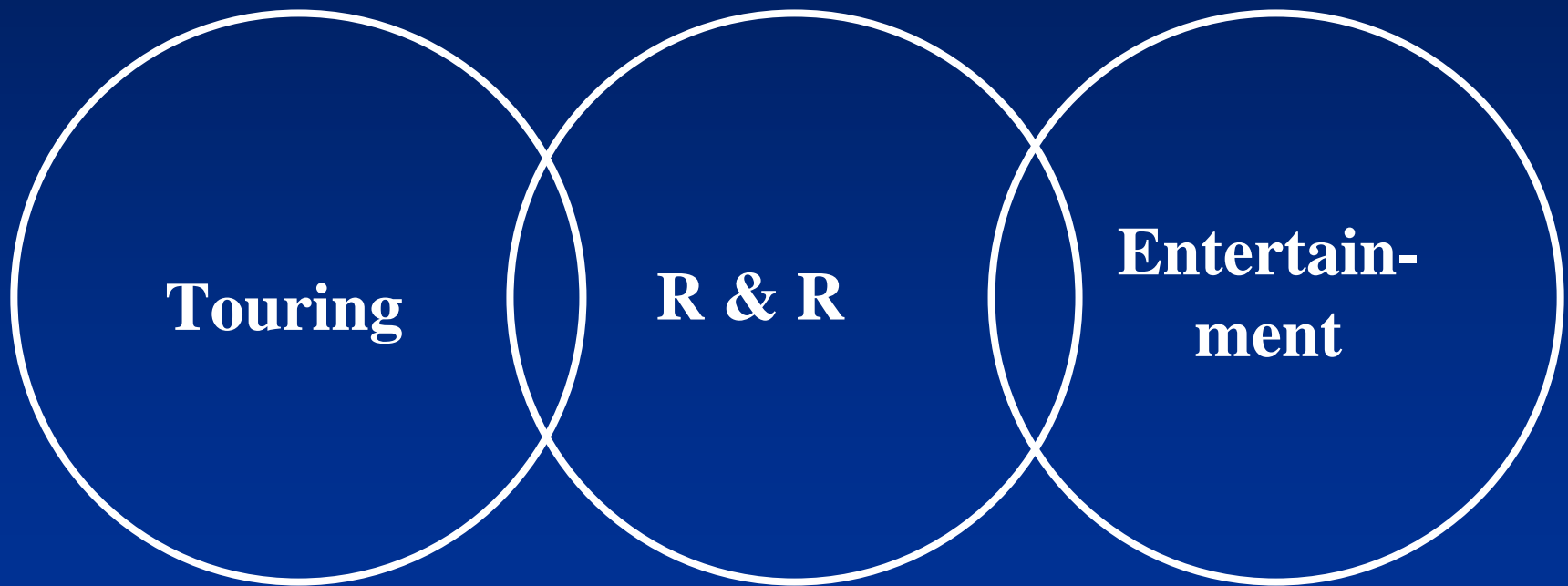
March/April 1998 • \$3.95

Belgium's best
Country Inns

Irresistible
Istanbul

The Pacific Coast's
Great Train Ride

DESTINATION TOURISM STYLES DIFFER IN RELATION TO PLACE



geotourism

- Tourism that sustains or enhances the geographical character of a place—
its environment,
culture,
aesthetics,
heritage,
and the well-being of its residents.

FLORA AND FAUNA



HISTORIC AREAS



SCENIC PLACES



TRADITIONAL ARCHITECTURE



LOCAL MUSIC





LOCAL CRAFTS



DANCES



ARTS

A photograph of an artist with long braided hair, wearing a blue cap and a light-colored vest over a blue plaid shirt, painting a landscape on an easel outdoors. The painting depicts a green field with a small white house and trees in the background. The artist is holding a paintbrush and looking at the canvas. The scene is set in a grassy field with hills in the background under a clear sky. A palette with various colors of paint is visible on the easel.

Many small/medium businesses

geotourism

Tourism that sustains or **enhances** the geographical character of a place—
its environment,
culture,
aesthetics,
heritage,
and the well-being of its residents.





Chief Henry's
**GOLF -N-
GIFTS**
FILM COLLECTABLES
SOUVENIRS TOYS



Best Western
(828) 586-6060
**RIVERFRONT
DILLSBORO**
EXIT 81A • RIGHT AT LIGHT

Hand Dipped
ICE CREAM

Tourist Information Center
COLD ICE MINING
THEME PARK
DISCOUNT TICKETS
AVAILABLE AT
UNCLE BILL'S
Information on These and Many Other Area Attractions

Mickey & Cindy's
Original
Horseshoe & Metal Art
Western Horse Country & Metal Shop
FIGURINES:
• Indian • Cowboy • Wildlife
• Safari • Dolphins & more
828-631-4371
MickeyandCindyMetalArt.com





Entrance

SANTA'S LAND

THEME PARK & ZOO

ENTRANCE

Open
MAY
thru
OCT.







RESTORATIVE



CONSTRUCTIVE





CONSTRUCTIVE



geo·tour·ism *n.* tourism that sustains or enhances the geographical character of the place being visited—its environment, culture, aesthetics, heritage, and the well-being of its residents

The Geotourists

Phase One: Executive Summary

sponsored by:
**NATIONAL GEOGRAPHIC
TRAVELER**

prepared by:
TIA
Travel Industry Association
of America

SEGMENT SIZE

Percent of 154 million who traveled in past 3 years

Economically significant segments

Geotourism segments

Urban Sophisticates
13%

Good Citizens
11%

Geo-Savvys
11%

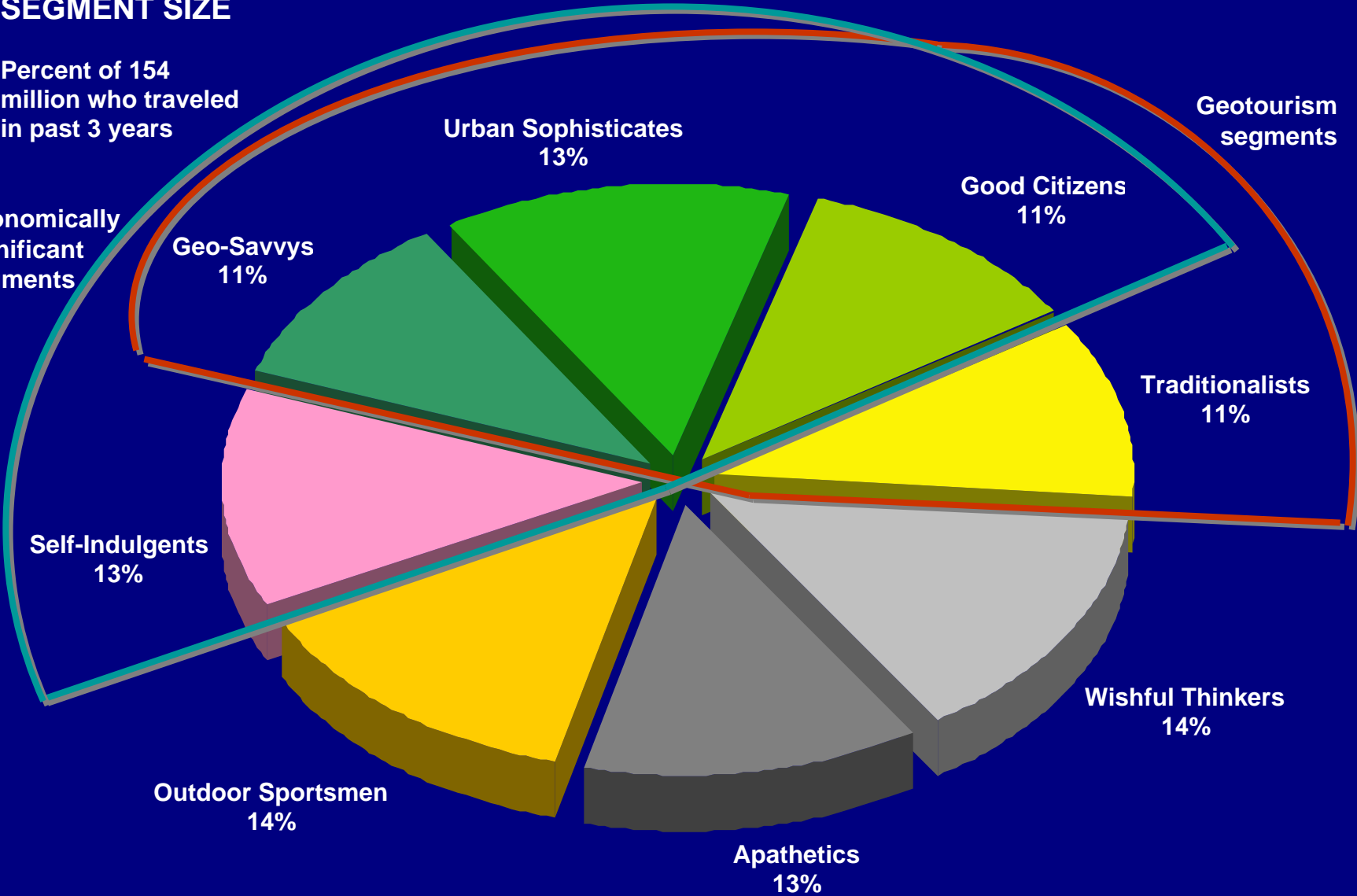
Traditionalists
11%

Self-Indulgents
13%

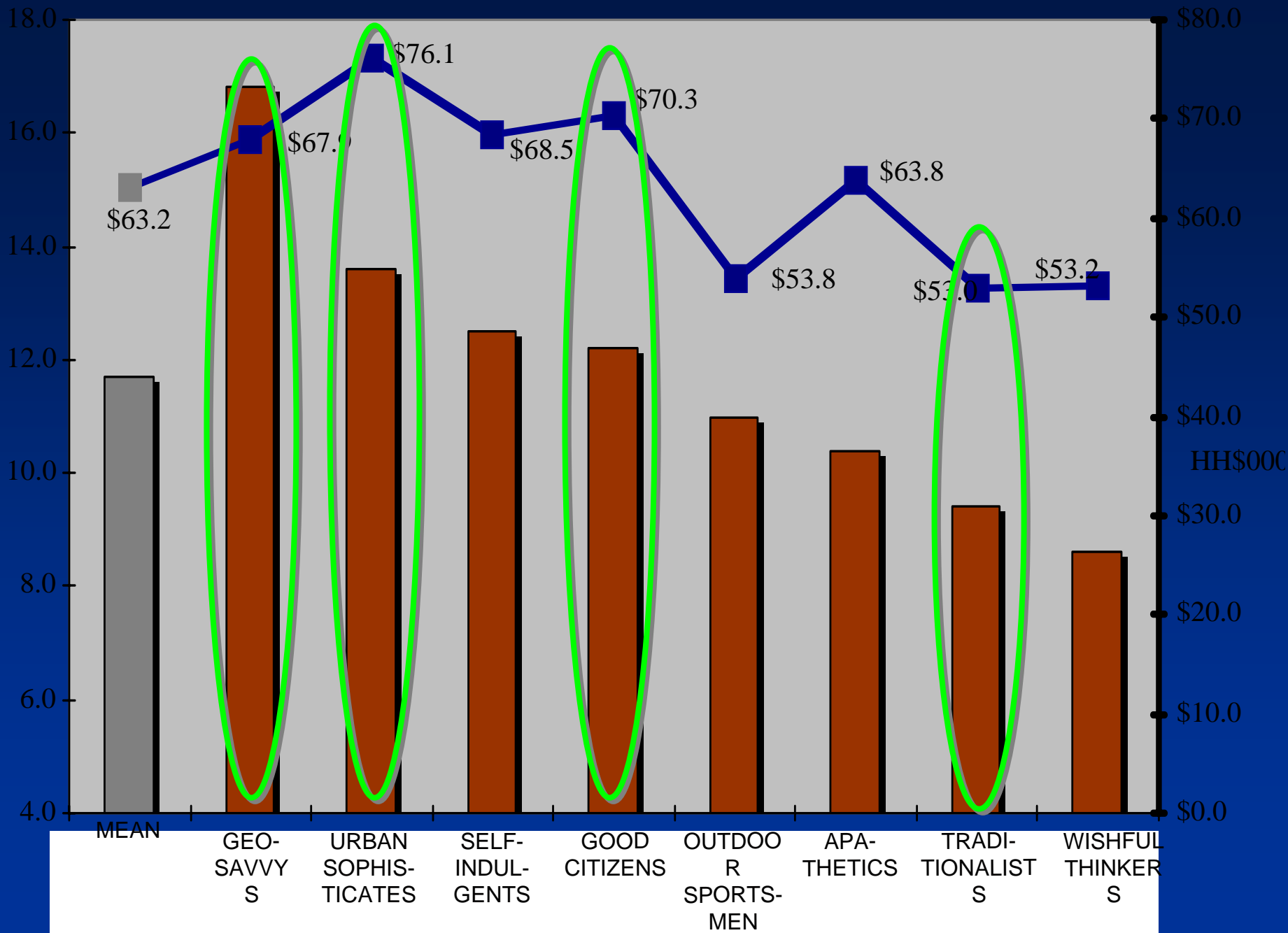
Wishful Thinkers
14%

Outdoor Sportsmen
14%

Apathetics
13%



Trips in past 3 yrs



The World's Most Widely Read Travel Magazine

 NATIONAL
GEOGRAPHIC

Ultimate Road Trip

Part 1: The ALASKA Highway

TRAVELER

EXCLUSIVE!

115 Places
RATED

(Our Destination
Scorecard Rates Your
Favorite Places,
Including...)

Tuscany, the
Great Barrier
Reef, Capri &
the Rockies

Destination Scorecard

115 Places Rated

Development, pollution, globalization, mass tourism—are the world's great places still? TRAVELER introduces a new way to see how well your destination is coping with the 21st century. By Jonathan B. Tourtellot



Norway's fjords, Tasmania, Vermont, and Tuscany look to be in relatively good shape. Not so for the Costa del Sol, Phuket, and Key West. In cases like Cape Cod, opinion is divided.

That's all according to an unusual new survey, whose results yield what TRAVELER believes to be the world's first Index of Destination Stewardship. Ever since travel began booming

complex global survey of over 20 sustainable tourism and destination experts, TRAVELER asked these experts to evaluate the world's best-known places based on factors that pertain to cultural, environmental, and economic integrity ("About the Survey").

The scores that follow, based on a scale of 1 to 10, reflect their opinions. For each place, symbols show which factors

Index of Destination Stewardship

determined by expert panelist scores

SIX CRITERIA

- **Environment**
- **Cultural/social impact**
- **Aesthetics**
- **Built heritage**
- **Tourism management**
- **General outlook**

0-2 Catastrophic

3-4 In serious trouble

5-6 In moderate trouble

7-8 Minor difficulties

**9 Authentic, unspoiled,
and likely to remain so**

10 Enhanced

Destination Scorecard

Tight land-use codes protect Tuscan landscapes that seem to come from an artist's brush. "A genuine, old-world atmosphere," adds one panelist. Prof. A.P. Grima, University of Toronto.



THE GOOD

Destination Scorecard

Destination Scorecard

Mont-St-Michel, France, rates well for historic preservation, poorly for overcrowding and environmental impact that filled its bay with silt, and moderately well for outlook, as plans move ahead to restore the bay.



NOT SO BAD



Benidorm exemplifies the heavy footprint of package tourism on Spanish islands and coasts. Cheap hotel sprawl prompted low scores for the Canaries, Balearics, Costa Brava, and Costa del Sol.

GETTING UGLY

Destination Scorecard

Tight land-use codes protect Tuscan landscapes that seem to come from an artist's brush. "A genuine, cultured atmosphere," adds one panelist, Prof. A.P. Grima, University of Toronto.

82 Norwegian fjords

75 Scottish
Highlands

74 Quebec City old town
Vermont

71 Tuscany
Dubrovnik

THE GOOD

Destination Scorecard

Mont-St-Michel, France, rates well for historic preservation, poorly for overcrowding and environmental neglect that filled its bay with silt, and moderately well for outlook, as plans move ahead to restore the bay.

68 Guanajuato

66 Machu Pichu

65 Cuzco

61 Mont-St.-
Michel

NOT SO BAD

52 Angkor

49 Venice

Great Smoky Mtns

46 Costa Brava

41 Costa del Sol

Banlderm exemplifies the heavy footprint of package tourism on Spanish islands and coasts. Cheap hotel sprawl prompted low scores for the Canaries, Balearics, Costa Brava, and Costa del Sol.

GETTING UGLY

Plus!

Poland's Art Town

Great Cruise Deals

17th Annual Photo Contest

Tsunami Update

Swiss Hits



NATIONAL
GEOGRAPHIC

Insider's Los Angeles

30 Reasons to Love the City of Angels

TRAVELER

All travel, All the time

Exclusive!

July/Aug 2005 \$4.95

55 PLACES RATED

Our 300 experts score the best (and the rest)
of North America's national parks.

Destination

How Do 55 National

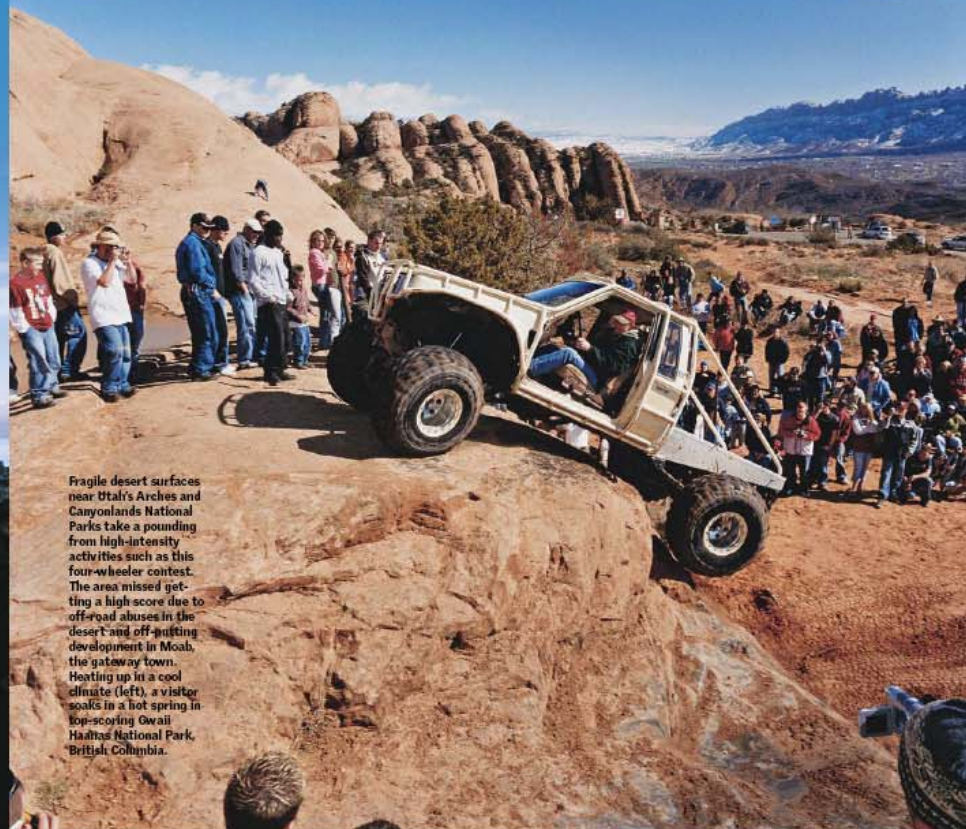
U.S. and Canadian national parks today face modern pressures inside and outside their borders—pollution, budget cuts, development, soaring visitation, ecological decline. TRAVELER's expert panelists grade the condition of park destinations, including the gateway towns you visit on the way in and out. Some parks do better than others. One country does better than the other.

By Jonathan B. Tourtellot



Scorecard

Park Regions Rate? Read On.



Fragile desert surfaces near Utah's Arches and Canyonlands National Parks take a pounding from high-intensity activities such as this four-wheeler contest. The area missed getting a high score due to off-road abuses in the desert and off-hitting development in Moab, the gateway town. Heating up in a cool climate (left), a visitor soaks in a hot spring in top-scoring Owali, Hadzha National Park, British Columbia.

The TOP 88: Gwaii Haanas, B.C.

77: Kootenay / Yoho National Parks, B.C.

72: Waterton Lakes National Park, Alberta

STILL OK 68: Fundy, New Brunswick

66: Glacier National Park, Montana

FACING TROUBLE

55: Banff, Alberta

51: Gettysburg, Pa.

The BOTTOM

48: Shenandoah, Va.

34: Everglades. FL

Plus!

Puerto Vallarta Cruising

48 Hours in Adelaide

Boyd Matson in Antarctica

Inside Travel Insurance

New in Madrid



NATIONAL
GEOGRAPHIC

MY IRELAND
THE LONG WAY HOME

TRAVELER

All travel, All the time

Nov/Dec 2006 \$4.95

94
Places Rated

Our experts score the best (and worst) of
the world's classic destinations.

AUSTIN

A scenic view of the Machu Picchu archaeological site in Peru. The ancient stone ruins, including terraces and buildings, are nestled in a lush green valley. In the background, a massive, jagged mountain peak (Huayna Picchu) rises steeply, partially shrouded in mist. Several people are visible on a rocky ledge in the foreground on the right, looking out over the site.

2006 STEWARDSHIP SURVEY: 94 World Heritage Destinations

“Destination” =
WH site + gateway region

Quiet cobbled streets of this old colonial capital belie its stormy history. Once one of the world's wealthiest cities and a crucible of revolution, Guanajuato today combines a rich past with a charmingly unassuming present.

**The
Best:
scores
78-87**

**Doing
Well:
68-77**

**Mexico's
Gracious**

Guanajuato

87 – Norway, Western Fjords

**81 – Spain, Alhambra/Granada
France, Vézelay**

79 – Mexico, Guanajuato

77 – Canada, Old Quebec City

75 – France, Loire Valley Avignon

**73 – Canada/USA, Waterton-
Glacier Parks**

geotourism

Tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.



The Geotourism Charter

**A set of principles to
promote sustainable
tourism and enlightened
destination stewardship.**

Geotourism Principles:

General goals

- **Integrity of place:** Sustain and enhance geographical character
- **International codes:** Adhere to WTO code, ICOMOS charter

Geotourism Principles:

To ensure sustained demand

- **Market selectivity:** Concentrate on geotourism segments
- **Market diversity:** Have some options for *all* price ranges
- **Tourist satisfaction:** Ensure that visitors go home with enthusiastic stories to tell

Geotourism Principles:

Place and People

- **Community involvement:** Base tourism on community assets
- **Community benefit:** Encourage small business strategies and upward employment mobility
- **Interactive interpretation:**
Engage both visitors and hosts in learning about the place

Geotourism Principles:

Protect the product: The place

- **Promote destination appeal:** Protect natural habitats, heritage sites, aesthetics, culture; avoid overcrowding
- **Land use:** Avoid sprawling overdevelopment; contain high-density in clusters; provide affordable housing
- **Conservation of resources:** Promote environmental management plans for energy, pollution, lighting, etc.

Geotourism Principles:

Follow and adjust the strategy

- **Planning:** Balance short-term economic needs against long-term enhancement of geographical character
- **Evaluation:** Conduct regular reviews by all stakeholders. Measure success by economic/social/environmental benefit per tourist, NOT numbers of tourists.





Honduras

A man with sunglasses and a light blue shirt is sitting on a wooden bench, playing a large drum. He is smiling and looking towards a group of children. The children are gathered around him, some looking at the drum. The background is a rustic wooden structure made of vertical poles. There are palm trees and other tropical plants in the background.

First country to make
geotourism its national tourism
strategy.

Geotourism Charter signed 22
Oct 2004

Norway

**Geotourism Charter
signed 31 Aug 2005**



Romania

**Geotourism Charter
signed 27 Sept. 2005**



World Wilderness Congress

Geotourism Charter
endorsed Oct. 2005



A large saguaro cactus is silhouetted against a clear blue sky. The sun is positioned behind one of the arms of the cactus, creating a bright starburst effect. In the foreground, there is a dark, silhouetted hillside with some sparse vegetation and a smaller, single-armed cactus.

Arizona, U.S.A. and Sonora, Mexico

**Geotourism Charter
signed Dec. 2005**

Cook Islands



**Geotourism Charter
signed August 2006**

**One informational
strategy:**

**National Geographic
Geotourism
MapGuides**

National Geographic Geotourism Map Guides

Characteristics

- National Geographic cobrand with local geotourism alliance or council.
- Local alliance must submit content for the map within NGS guidelines; NGS makes final selection.
- *Dual purpose:*
 1. Creates a marketing/educational map;
 2. Serves as an awareness-raising catalyst for destination stakeholders.

Status

Published: Appalachia - 13 states

Suwannee Wilderness Trail, Florida

Northeast Kingdom - Vermont

In creation: Arizona (US) - Sonora (Mexico)

Baja California - Mexico

Crown of the Continent – Alberta, B.C., MT

Vlcanota Valley – Peru

In discussion: Vermont, Ecuador, Greater Yellowstone,

Alaska, Guatemala, China, California, Honduras,

Norway, Rhode Island



Endless mountain

The Delaware Indians called the area "the endless mountains," a name that has appeared on maps for hundreds of years ago. The story of the Appalachians first begins the rugged 4,000-square-mile region of mountains, lakes, and streams in northeast Pennsylvania. From there, they lead to the heart of history in the small towns, lakes, mountains, and covered bridges. Take a drive to Washington, D.C., for a view of nature and mountains.



Two men and a horse in the mountains. The photo was taken in 1911, and it shows the rugged terrain of the Appalachians. The photo was taken in the mountains of the Appalachians, and it shows the rugged terrain of the Appalachians.

The Secret of Appalachia Is its Hidden Wealth of Nature, History, and Culture

I had no idea there was so much there. Everyone working on this Geographic has said the same thing. Geographic travel based on geographical distinct sense of place—which Appalachia is of abundance. To create this map, the people of Appalachia sent in hundreds of stories that reveal a cultural treasure. American folklore and traditions surround mountains and hollows. Renewed and grown in both practical skills—wooding, nature lore—and cultural skills, such as dance, storytelling, and music. What Appalachia can be gorgeous. Above river valleys, regrown hardwood forest habitat for birds and wildflowers, but the region's historic sites evoke our dramas—American Indians and with the Whiskey Rebellion, the Underground the Civil War, the great coal mining of Appalachia's history is America's history. Explore it. Secret it.



National Geographic and the people of Appalachia present The Geographic Map of Appalachia. Explore it. Secret it.

Northeast Kingdom Geotourism MapGuide



Northeast Kingdom - Work plan

1. *Develop methodology for submitting nominations*
2. *Design and create base map*
3. *Hold a Geotourism MapGuide kick-off meeting*
4. *Execute community outreach and collect data*
5. *Verify data*
6. *Develop database of nominations*
7. *Advise NGS as it selects sites for the MapGuide*
8. *Write supporting text*
9. *Cartographic design, research, edit*
10. *Rigorous verification of notes and text*
11. *Final MapGuide edit*
12. *Printing*
13. *Distribution*



Kingston Trails Association
 Association of people who love to hike in the Kingston area. The association has a list of trails, including a list of trails that are open to the public. For more information, visit www.kingstontrails.org.



Lake Mergers
 Lake Mergers is a collection of lakes in the Adirondack Park. The lakes are named after the people who discovered them. For more information, visit www.adirondackpark.com.

Canada Street
 Canada Street is a street in the town of Franklin. The street is named after the country of Canada. For more information, visit www.franklinvt.com.



Fish
 A person fishing in a lake. The person is wearing a hat and a jacket. The lake is surrounded by trees and mountains.

Winter Sports
 Winter sports are popular in the Northeast Kingdom. The area has many ski resorts and snow-covered trails. For more information, visit www.vermont.com.

Land of Discovery
 The Northeast Kingdom is a beautiful area with many scenic views. The area is known for its colorful autumn foliage. For more information, visit www.vermont.com.

Map Key
 The map shows the Northeast Kingdom area in Vermont. It includes towns, roads, and geographical features. The map is color-coded to show different regions.

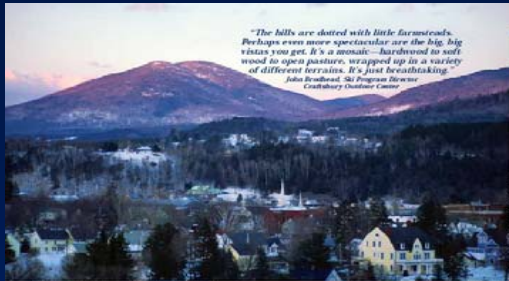
Vermont Liquid Gold Maple Syrup
 Vermont is known for its maple syrup. The state produces a large amount of maple syrup each year. For more information, visit www.vermontmaplesyrup.com.

Land of Discovery
 The Northeast Kingdom is a beautiful area with many scenic views. The area is known for its colorful autumn foliage. For more information, visit www.vermont.com.

NATIONAL GEOGRAPHIC

GeotourismMapGuide

Vermont's Northeast Kingdom



"The hills are dotted with little farmsteads. Perhaps even more spectacular are the big, big vistas you get. It's a mosaic—hardwood on softwood to open pasture, wrapped up in a variety of different terrain. It's just breathtaking."
John DeLeon, Ski Empire Director
Cathary Outdoor Center

Overseen in 1780, Lyndonville is one of the oldest towns in the Adirondacks. Early residents included the Lyndon family, who built the Lyndonville Hotel in 1850. The hotel was destroyed by fire in 1900 and replaced by the Lyndonville Hotel, which still stands today.

LYNDONVILLE

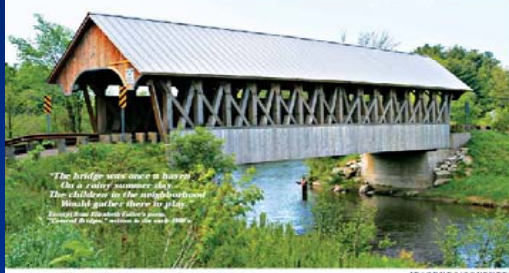


JASON BENNETT: Up and Doing: The Year's Busy Beginning

After a long winter, we really appreciate early signs of spring. The season heralds the start of the year. It's a time when the sun is out and the snow is melting. It's a time when the birds are singing and the flowers are blooming. It's a time when the children are excited and the adults are busy. It's a time when the year is beginning and the future is bright.

After school, students at the Lyndonville School are busy with their projects. The school is a beautiful building with a large playground and a library.

MAIDSTONE



"The bridge was once a major link in the Adirondack Park. It was built by the Lyndon family and has been a part of the community ever since. It's a beautiful structure and a great place to visit."
David H. Hines, Lyndonville School

With the Lyndonville School, the Lyndonville Hotel, and the Lyndonville Hotel, the Lyndonville Hotel is a beautiful building with a large playground and a library.

IRASBURG/COVENTRY

WINTER Kingdom Vistas

Winter offers the year's most far-reaching vistas of a rolling northern countryside where people still live the land and harvest the winter. Long ice fields and snow-capped mountains are a sight to behold. The snow is a blanket over the land, and the mountains are a sight to behold. The snow is a blanket over the land, and the mountains are a sight to behold.



- FESTIVALS**
- 1. Lyndonville, NY (Lyndonville Festival, Dec. 1-2)
 - 2. Lyndonville, NY (Lyndonville Festival, Dec. 1-2)
 - 3. Lyndonville, NY (Lyndonville Festival, Dec. 1-2)
 - 4. Lyndonville, NY (Lyndonville Festival, Dec. 1-2)
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 - 6. Lyndonville, NY (Lyndonville Festival, Dec. 1-2)
 - 7. Lyndonville, NY (Lyndonville Festival, Dec. 1-2)
 - 8. Lyndonville, NY (Lyndonville Festival, Dec. 1-2)
 - 9. Lyndonville, NY (Lyndonville Festival, Dec. 1-2)
 - 10. Lyndonville, NY (Lyndonville Festival, Dec. 1-2)



JOHN DELEON: The Call of Snow-clad Hills and Icy Lakes

With long, cold days, abundant snow and ice, and a variety of winter sports, the Adirondacks are a great place to visit. The snow is a blanket over the land, and the mountains are a sight to behold. The snow is a blanket over the land, and the mountains are a sight to behold.



Rock climbing is a popular sport in the Adirondacks. The Lyndonville Hotel is a beautiful building with a large playground and a library.

PIPERDALE

SPRING The Flavor of Maple

Spring is the time when the maple trees are in full leaf. The leaves are a vibrant green, and the flowers are a bright yellow. The maple trees are a beautiful sight to behold. The maple trees are a beautiful sight to behold.



Maple syrup is a popular product in the Adirondacks. The Lyndonville Hotel is a beautiful building with a large playground and a library.

CONCORD

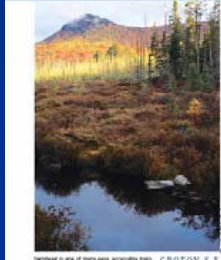
SUMMER Hands-On Fun

Summer is the time when the children are excited and the adults are busy. The children are excited about the summer, and the adults are busy with the summer. The children are excited about the summer, and the adults are busy with the summer.



Hiking is a popular activity in the Adirondacks. The Lyndonville Hotel is a beautiful building with a large playground and a library.

LIMINGTON

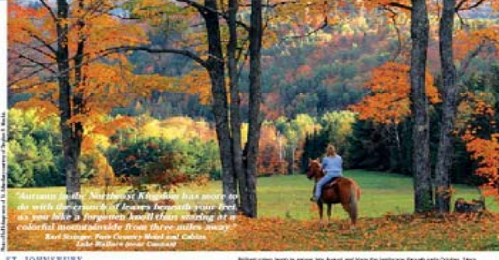


KRITH CHAMPAGNE: Crisp Weather Brings Bountiful Harvest

The harvest is a time when the farmers are busy. The farmers are busy with the harvest, and the children are excited about the harvest. The farmers are busy with the harvest, and the children are excited about the harvest.



The Lyndonville Hotel is a beautiful building with a large playground and a library.



Hiking is a popular activity in the Adirondacks. The Lyndonville Hotel is a beautiful building with a large playground and a library.

ST. JOHNSBURY

NATIONAL GEOGRAPHIC

The National Geographic Society is a nonprofit organization that has been dedicated to the advancement of the world's knowledge and understanding of the natural world. The society has been dedicated to the advancement of the world's knowledge and understanding of the natural world.

GEO TOURISM TRAVELERS' TIPS

1. What is geo-tourism? Geo-tourism is a type of tourism that focuses on the natural world. It is a type of tourism that focuses on the natural world.

TRAVELERS' TIPS

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TRAVELERS' TIPS

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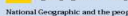


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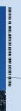
The Baja California Geotourism MapGuide, funded by XXXXX XXXXXX XXXXXX in 2008, was prepared by National Geographic Maps with the aid of the National Geographic Center for Sustainable Destinations, XXXXX XXXXX XXXXX XXXXX XXXXXX and people of the Baja California area.

Map text by Cynthia Barry

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Sea of Cortez



For more information, visit www.pearsoncmg.com

Waterton-Glacier International Peace Park, Canada-USA

In planning: trans-border
Geotourism Stewardship Council
and MapGuide project



Crown of the Continent - challenges to sustainability in the 21st century

- Roughly 10 million acres of intact natural systems
- “Amenity migrants” - nature and sense of place threatened by an influx of new residents in the region
- A regional perspective is needed for gateway communities to properly address complex challenges

The program and partners

- \$200,000 budget - 14 month project lifecycle
- Deliverables include - Geotourism MapGuide, Project website, Community guides, Gateway toolkit, Geotourism Stewardship Council
- Implementing Partners - LOI signed July 2006 with National Parks Conservation Association
- Funding Partners - USBLM, USFS, Canadian provinces of Alberta and British Columbia, US State of Montana

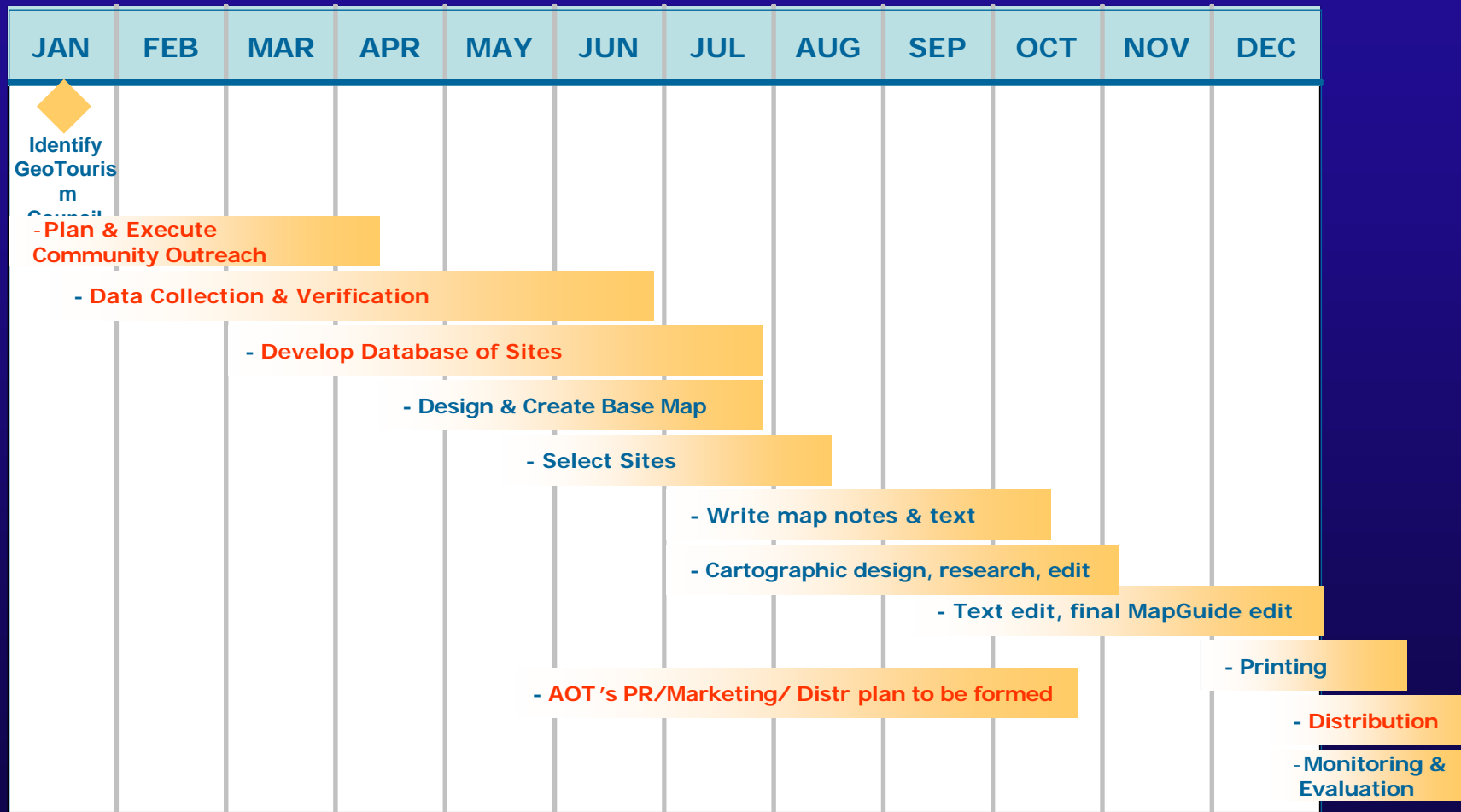


Geotourism in Arizona-Sonora

The Pride of the Sonoran Desert



GeoTourism Mapguide





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geotourism
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Apostle Islands National Lakeshore,
WI. Photograph by Raymond Gehman

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About Geotourism

Geotourism *n*: Tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents. For underlying principles, see the [Geotourism Charter \(PDF\)](#).

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